

COMPANY REBOUNDS WITH TRAINING, FINANCIAL COACHING,  
AND WEBSITE DEVELOPMENT

**ABOUT DELFAB INC.** Established in 2003, Delfab, Inc. is a fully equipped fabrication facility located in Gladstone, Michigan. With 14 employees. Delfab's in-house capabilities include precision machining, welding, burning, shearing, forming, braking, punching, painting, and abrasive blasting. The company also performs a full range of industrial machine shop operations.

**THE CHALLENGE.** Delfab struggled to weather the U.S. economic recession and has experienced a resurgence in recent years. From 2009 to 2013, Craig Westlund, president and owner of Delfab, said the company was "barely surviving" with a negative cash flow. Only six employees remained in a facility that features 138,000 sq. ft. of manufacturing space and a warehouse/loading dock with three receiving bays. Delfab had stopped making its signature feller buncher in response to decreased demand, but managed to turn out other products to avoid a complete shutdown.

**MEP CENTER'S ROLE.** The Michigan Manufacturing Technology Center (The Center), part of the MEP National Network, partnered with Delfab to keep the company afloat and launch its revitalization. The Center helped Delfab to identify and secure the training required to produce a modernized DF703 Phoenix feller buncher, which is the company's number one product.

Delfab modernized the machinery to meet market demand and needs. Since 2008, no other manufacturer has offered a three-wheeled design with "zero-turn" maneuverability. The machine cuts trees at ground level while simultaneously grasping the trunks to transport the full trees to the desired location. It is a firmly entrenched favorite of plantation thinning operations in the southern United States.

The Center offered financial and business coaching, website development consulting, and training programs related to cash flow, breaking even, purchasing power, and strategic planning for seasons of higher demand. Delfab tripled sales and expanded into international markets, adding new employees to support the growth. It also diversified its services and started producing containers used to transport debris from devastating hurricanes.

"Delfab's rebound can be credited to the training support from Michigan Manufacturing Technology Center/Northern Initiatives, and to production of a modernized DF703 Phoenix feller buncher. Their support has been excellent, and I have nothing but positive things to say."

-Craig Westlund, President/Owner

## RESULTS



Added **8** new employees



Tripled company sales to **\$1.5** million, up from \$400,000



Extended sales to Canada and South America



Diversified services, adding at least **1** new product line

## CONTACT US



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